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AD CLUB GIVES FIGURES TO SHOW WHAT CAN BE DONE IN HAWAII IF MONEY IS EXPENDED FOR PUBLICITY

The following letter is being mailed by the Ad Club committee for funds for the Promotion Committee's use, setting forth the good to be accomplished through spending more money in boosting "Hawaii's Golden Opportunity."

With the marked changes brought about by our new industrial conditions, Hawaii and Honolulu in particular must look very largely indeed for circulation money to sources other than sugar dividends.

Fortunately we have two large trade assets in sight—the army and navy and the tourist. Our business interests can be depended upon to properly care for and develop trade with the officers and men in the military forces on Oahu whose strength it is gratifying to know is likely to be increased rather than diminished. Thus steadily adding to the income from this source.

But the tourist has the greatest value as a producer of good times; it is safe to say that every tourist visiting Hawaii is worth on the average at least \$500 to the territory. Within practically two decades Southern California has been changed from an apparently worthless sterile land into one of the richest communities in the United States by the hundreds of thousands of tourists and home-seekers who have literally crowded each other for the opportunity to buy the privilege of residing in a climate more congenial than their own.

What Southern California claims to have, Hawaii has and more—our climate is incomparable. Conditions for a short stay or for home building are the very best—our mountains and valleys afford outings such as will never be forgotten, while there is no such sea bathing the world over as can be enjoyed at Waikiki. Then there are special features, any one of which is well worth journeying around the world to see. The volcano of Kilauea, the crater of Haleakala, Iao Valley, the Pali, Waimea canyon, etc.

Hawaii as a tourist resort is already becoming world renowned, the long years of hard work and dreary waiting have passed and we are now rapidly coming into our own.

Our tourist agent, the Hawaiian Promotion Committee, was organized about ten years since for the purpose of securing for the territory a greater amount of publicity as a tourist resort than it had hitherto received.

The results have been increasingly satisfactory as the years have gone by and the standing of the committee as a reliable source of information has become more generally known.

The returns from Hawaii's tourist crop for the past three years have been estimated as follows:

1911 \$1,875,000
1912 2,250,000
1913 3,000,000

If the plans of the Ad Club can be put through 1914 and 1915 will vastly exceed 1913.

In the beginning the amount expended annually varied from \$12,000 to \$20,000. The past year the sum of \$24,000 was obtained from various sources and it is hoped most sincerely that from \$30,000 to \$50,000 per year may be secured for the next three years as this period will mean everything to Hawaii's future as a tourist resort. We must clinch our former work with strong blows.

We are now enjoying the very best summer business we have ever had; and the residents of Hawaii should be greatly encouraged to continue and increase the active work of the committee, which since the reorganization of the Chamber of Commerce has been placed on a more stable basis than formerly.

An immediate fund of \$10,000 is needed to provide folders for which there is a rapidly increasing demand. For instance our mail about ten days ago brought the Promotion Committee 17,000 selected and typewritten addresses of parties who had spent all or a part of last winter in Florida. New addresses are now coming in at the rate of from 2000 to 2500 per week.

Every railway, steamship and tourist agency practically the world over carries information about Hawaii and is in constant correspondence with the local office.

Within the last month orders have been received by the Promotion Committee from Thomas Cook & Son, London, to draw on them for quite large sums of money wherewith to meet the expense of certain parties due next August and September.

The present Hawaii Promotion Committee is made up as follows: E. A. Berndt, chairman, merchant; Edward Towse, vice chairman, printer; John Effinger, merchant; J. D. McInerney, merchant; Zeno K. Myers, insurance.

With the consent and approval of

the Chamber of Commerce, the parent body which now appoints all of the members of this committee, the chairman of which must be a member of the board of directors of the Chamber, Mr. H. P. Wood was elected to serve as secretary and director of the committee for a period of three years from July 3, 1914.

The present monthly income of the committee is made up as follows:

Territory of Hawaii, \$500; county of Oahu, \$250, just renewed; Hilo Board of Trade, \$60; Maui board of supervisors, \$50; in addition to the above there are the following: Chamber of Commerce, \$300; four contributors of \$50 each, 12 of \$25, five of \$20, one of \$15, one of \$12.50, 17 of \$10; 35 of \$5, four of \$2.50, one of \$2, one of \$1, making \$2145.50, which is expended about as follows:

Office expenses, salaries, etc., \$ 635.00
Rent 100.00
Postage 200.00
Local sundries, printing films, lantern slides, photos, etc., 500.00

Total \$1425.00

Mainland expenses—

S. F. office rent, salaries, etc., \$ 600.00
Distribution—for monthly totals about 60.00

Total \$2085.00

With the approach of the San Francisco Panama-Pacific exposition the Promotion Committee finds that it can use double the present income to advantage, particularly during the next two or three years, and the Ad Club has taken up the task of providing funds to accomplish the work, which is necessary to bring even larger numbers of tourists to Hawaii. The success of the committee in the past warrants the belief that with an increased fund much more may be accomplished.

AT THE HOTELS

HOTEL AUDREY, HAUULA.

The following are recent guests at Hotel Audrey:

H. J. Lyman, Kapolo, Hawaii; J. J. Lecker, Honolulu; Miss C. Kemp, Honolulu; Miss L. Koelling, Honolulu;

Mr. and Mrs. L. N. Judd, Honolulu; M. Lanet, Honolulu; Mr. and Mrs. W. P. Land, Honolulu; Mr. and Mrs. L. P. George, Honolulu; Miss C. Marshall, Honolulu; D. H. Marble Smith, Honolulu; Mr. and Mrs. Archibald Meacock, Honolulu; St. Siles, Honolulu;

John Meinke, Honolulu; W. Zeiz, Honolulu; Mr. and Mrs. Blaisdell, Honolulu; Mrs. C. B. Madlwee, Honolulu;

F. P. Fredericks, Honolulu; H. W. Robbins, Honolulu; L. D. Ludwig, Pasadena, Cal.; Miss A. Lycott, Honolulu; Mrs. A. G. Allen, Medford, Ore.; Miss Mary Allen, Medford, Ore.; Mrs. D. Jeffers, Medford, Ore.; Lloyd Wilson, Medford, Ore.; John Diggs, S. S. Lurline, P. H. Lury, S. S. Lurline; Mrs. L. N. Kingsbury, Los Angeles, Cal.; Barbara Bexby, Long Beach, Cal.; Miss J. G. Anderson, Long Beach, Cal.; Sybel M. Dominis, Washington; M. W. Bixby, Long Beach, Cal.; Leota Hill, San Diego,

Cal.; Frances Moranda, Fresno, Cal.; Clarence Tobias, Seattle, Wash.; Lula Moranda, Scotia, Humboldt county, Cal.; Dr. and Mrs. Durney, Kula, Maui; Miss Margaret Durney, Kula, Maui; Sarah McClure, San Francisco; Miss J. Kenny, Honolulu; Miss E. M. Oliver, Honolulu; H. H. Holt, Honolulu; Mrs. P. Larnach, Honolulu; Mr. A. D. Larnach, Honolulu; Donald W. P. Larnach, Honolulu; Ed. Murray, Honolulu; J. F. Rodger, Honolulu; Miss M. C. Jackson, St. Paul, Minn.; Miss Helen Cummings, St. Paul, Minn.

BIRTHS

BICKERTON—In Honolulu, August 21, 1914, to Mr. and Mrs. Spencer H. Bickerton, Alewa Heights, a daughter.

REID—At Waialea, Hilo, Hawaii, August 16, 1914, to Mr. and Mrs. Jas. Reid, a son.

STEEL PRICE ADVANCES.

[By Latest Mail]

NEW YORK—Advance of \$1 a ton in steel plates, bars and shapes have been made by Carnegie Steel Company, and makes the minimum \$1.15 per 100, Pittsburgh basis.

Snow fell in Maryland 1st week. The army worm is causing damage at New port.

HAVE YOU A CHILD?

Many women long for children, but because of some curable physical derangement are deprived of this greatest of all happiness. The women whose names follow were restored to normal health by Lydia E. Pinkham's Vegetable Compound. Write and ask them about it.



"I took your Compound and have a fine, strong baby."—Mrs. JOHN MITCHELL, Massena, N. Y.



"Lydia E. Pinkham's Vegetable Compound is a wonderful medicine for expectant mothers."—Mrs. A. M. MYERS, Gordonville, Mo.



"I highly recommend Lydia E. Pinkham's Vegetable Compound before child-birth, it has done so much for me."—Mrs. E. M. DOERR, R. R. 1, Conshohocken, Pa.



"I took Lydia E. Pinkham's Vegetable Compound to build up my system and have the dearest baby girl in the world."—Mrs. MOSE BLAKELEY, Imperial, Pa.



"I praise the Compound whenever I have a chance. It did so much for me before my little girl was born."—Mrs. E. W. SANDERS, Rowlesburg, W. Va.



"I took your Compound before baby was born and feel I owe my life to it."—Mrs. WINNIE TILLIS, Winter Haven, Florida.

Cal.; Frances Moranda, Fresno, Cal.; Clarence Tobias, Seattle, Wash.; Lula Moranda, Scotia, Humboldt county, Cal.; Dr. and Mrs. Durney, Kula, Maui; Miss Margaret Durney, Kula, Maui; Sarah McClure, San Francisco; Miss J. Kenny, Honolulu; Miss E. M. Oliver, Honolulu; H. H. Holt, Honolulu; Mrs. P. Larnach, Honolulu; Mr. A. D. Larnach, Honolulu; Donald W. P. Larnach, Honolulu; Ed. Murray, Honolulu; J. F. Rodger, Honolulu; Miss M. C. Jackson, St. Paul, Minn.; Miss Helen Cummings, St. Paul, Minn.

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WHITE CLOVER SOAP

A pure white toilet and bath soap with the odor of Fresh White Clover

Price— **25c** per box of 3 cakes

A favorite for many years

at



HOLLISTER'S

Under the auspices of the Republican Clubs of the 3rd, 4th and 5th Precincts of the 4th Representative District a Joint Mass Meeting will be held at Punahou Park, corner Punahou and Wilder Ave., on Monday, August 24th, at 7:45 p. m. sharp.

All candidates for office on the Republican ticket (except those for Delegate) are invited to be present and address the voters.

Ladies are especially invited to attend this meeting. Ample seating facilities will be furnished for the audience.

A. H. TARLETON, 3rd Precinct.

NORMAN WATKINS, 4th Precinct.

WM. THOMPSON, 5th Precinct.

Committee on Arrangements.

Wm. Henry

(Haualei)

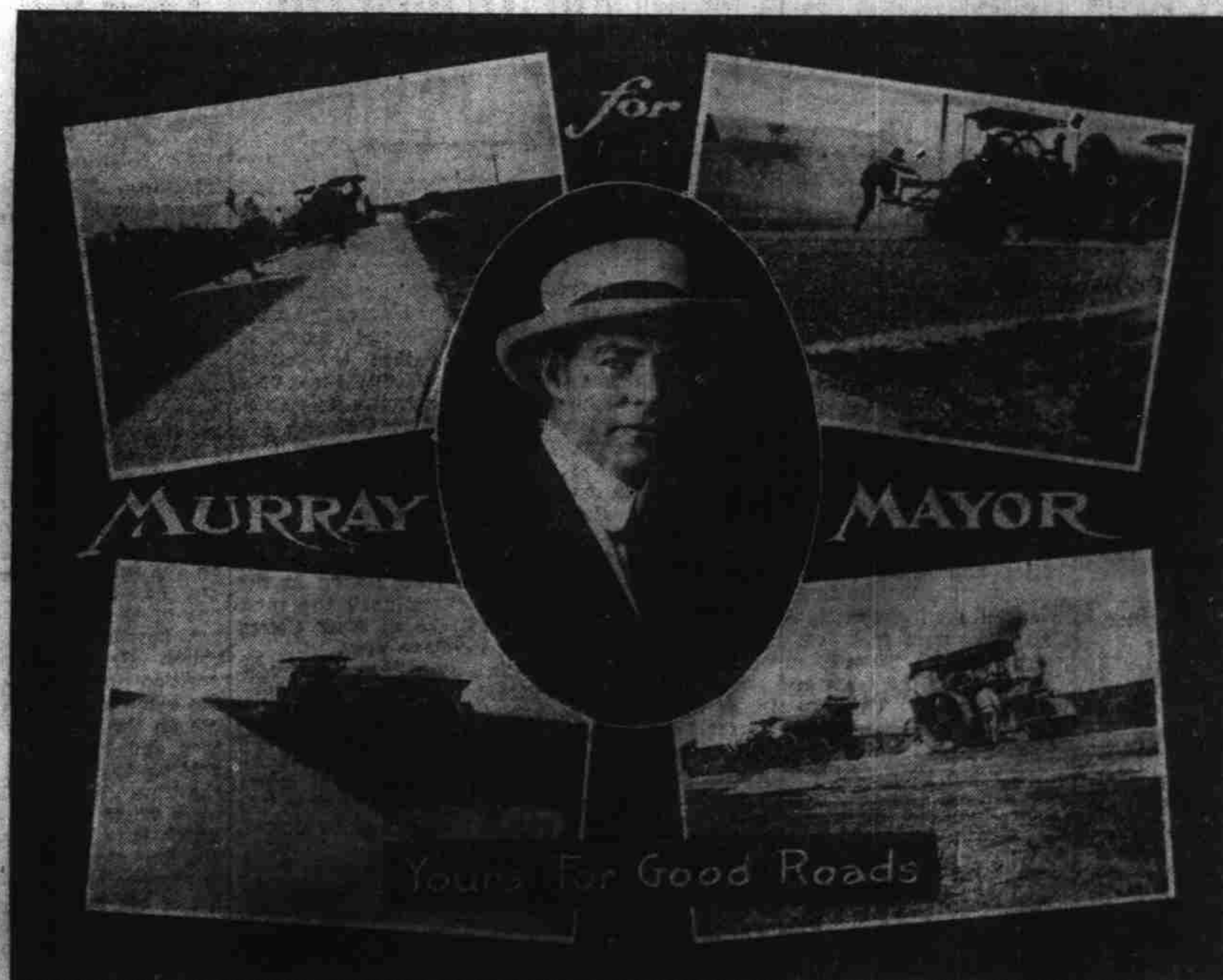
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at the Primaries for

City and County Sheriff

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The biggest problem in Honolulu today is the road problem. Fifty per cent of your taxes are expended on roads. Why not select the most practical man available to manage this expenditure?

In a political problem the man that makes for increase of business and stability of business is the right man.

The selection of an individual to manage a private business is no different from the selection of a man to fill a public office.

In business you select a manager who will make good and give results. Why not do the same in politics?

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